

u3a RETENTION & RECRUITMENT TOOLKIT HANDOUT

Where to find the information online: <https://sources.u3a.org.uk/tag/recruitment-toolkit/>
This document shows the complete Retention & Recruitment Toolkit structure. Most items are available now – the 3 missing ones (*) should be added shortly.

All items are provided in PDF format grouped by the heading shown in red. PowerPoint presentations (in .pptx format) and individual document PDF files are available from the Network Co-ordinator by email to: coordinator@landru3a.org.uk.

Retention

- ✚ Retaining Your Current Members
- ✚ Swap Shop: Shared ideas for retaining current members

Developing Your Team

- ✚ Building support for recruitment in your committee
- ✚ Developing a shared project with members
- ✚ Preparing to recruit new members
- ✚ Why we need to recruit (PowerPoint 10 slides)*
- ✚ What the recruitment project should look like (PowerPoint 11 slides)

Planning

- ✚ Planning Your Recruitment Project (PowerPoint 17 slides)
- ✚ Monitoring & Evaluating Your Project

Interest Groups

- ✚ Making your u3a offer irresistible
- ✚ 7 Steps to recruiting more group leaders
- ✚ Take my interest group online? Why should I bother? (Video)
- ✚ Get your interest group online in 5 easy steps (Video)
- ✚ Every interest group can go online! (Video)

Using Social Media

- ✚ Setting up Facebook
- ✚ Getting & keeping website and social media traffic
- ✚ Measuring the effectiveness of digital media

Recruiting, Relaunching and Promoting

- ✚ Relaunching your u3a
- ✚ Transforming your website into a shop window
- ✚ Pop-up displays for recruitment
- ✚ Using Facebook adverts
- ✚ Selling u3a membership online*

Promotional Materials

- ✚ Model emails & letters for recruitment & promotion

Welcoming New Members

- ✚ Enrolling & welcoming new members online
- ✚ Online Welcome Pack*